DOWNTOWN CROWN

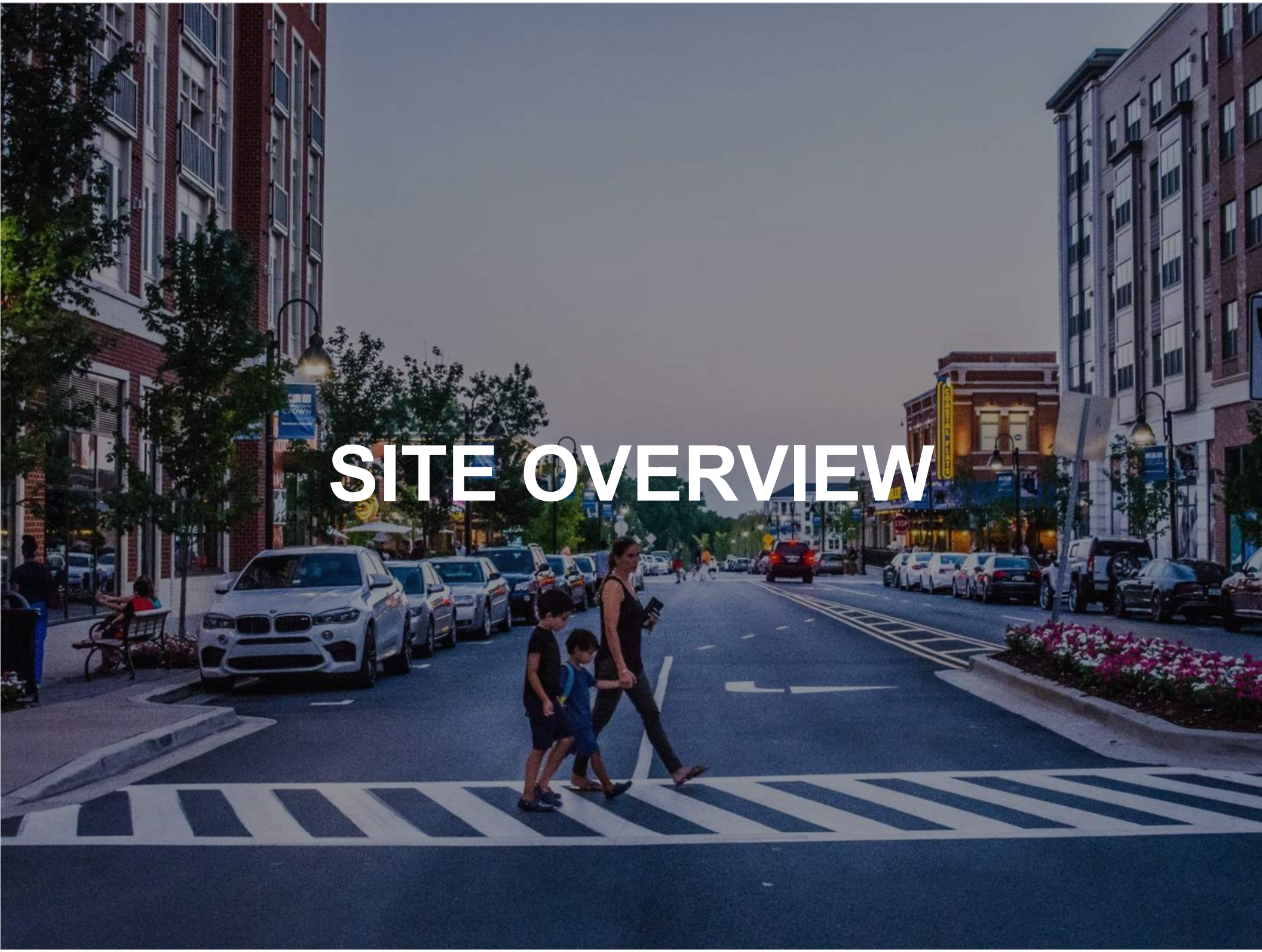
Proposed Retail & Office Building

SDP-8069-2018

RPAI

AT-A-GLANCE

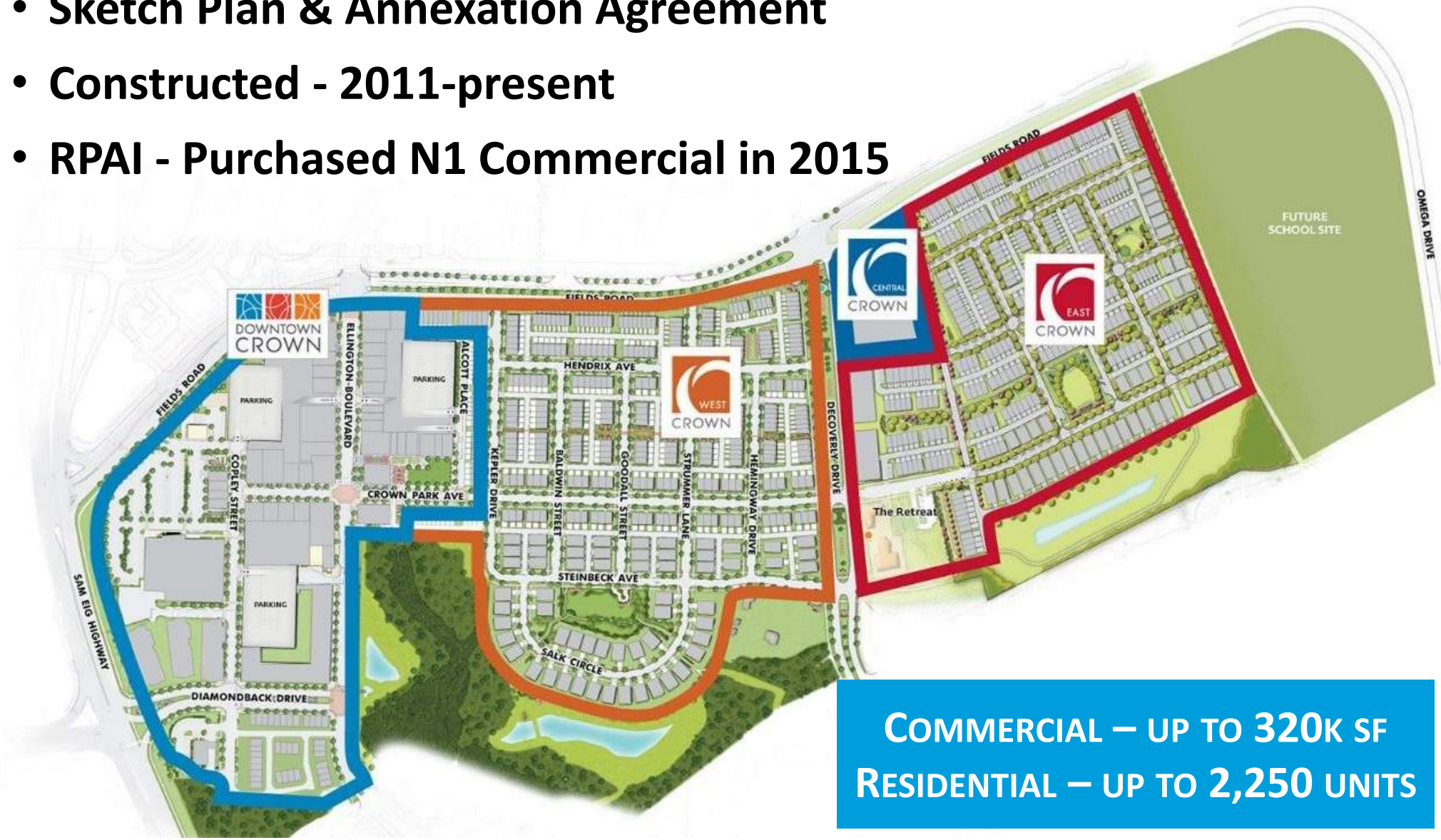
- Site Overview
- RPAI Introduction
- Downtown Crown Today
- Proposed Development
- Site Development
- Conceptual Plans


SITE OVERVIEW

Southeast View

HISTORY

- Crown Farm Annexed into City in 2006
- Sketch Plan & Annexation Agreement
- Constructed - 2011-present
- RPAI - Purchased N1 Commercial in 2015



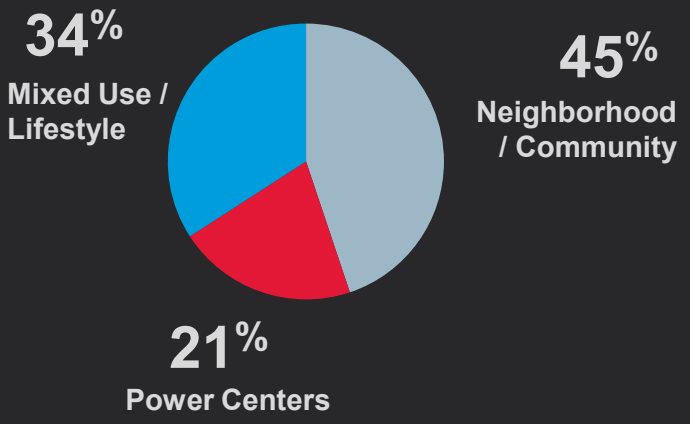
COMMERCIAL – UP TO 320K SF
RESIDENTIAL – UP TO 2,250 UNITS

RPAI
INTRODUCTION

RPAI SNAPSHOT

RETAIL OPERATING PORTFOLIO	105 PROPERTIES 20.1 MILLION SF
DC MSA CONCENTRATION	2013 – 8% 2019 – 16%

PORTFOLIO COMPOSITION



STRATEGY

TO GENERATE LONG-TERM SHAREHOLDER VALUE THROUGH THE OWNERSHIP, OPERATION AND MIXED-USE EXPANSION AND REDEVELOPMENT OF HIGH QUALITY, RETAIL DRIVEN ASSETS

DOWNTOWN CROWN TODAY

REAL ESTATE TRANSFORMED

ACQUISITION - JANUARY 2015

RETAIL OCCUPANCY

64.4%

TODAY – MAY 2019

RETAIL OCCUPANCY

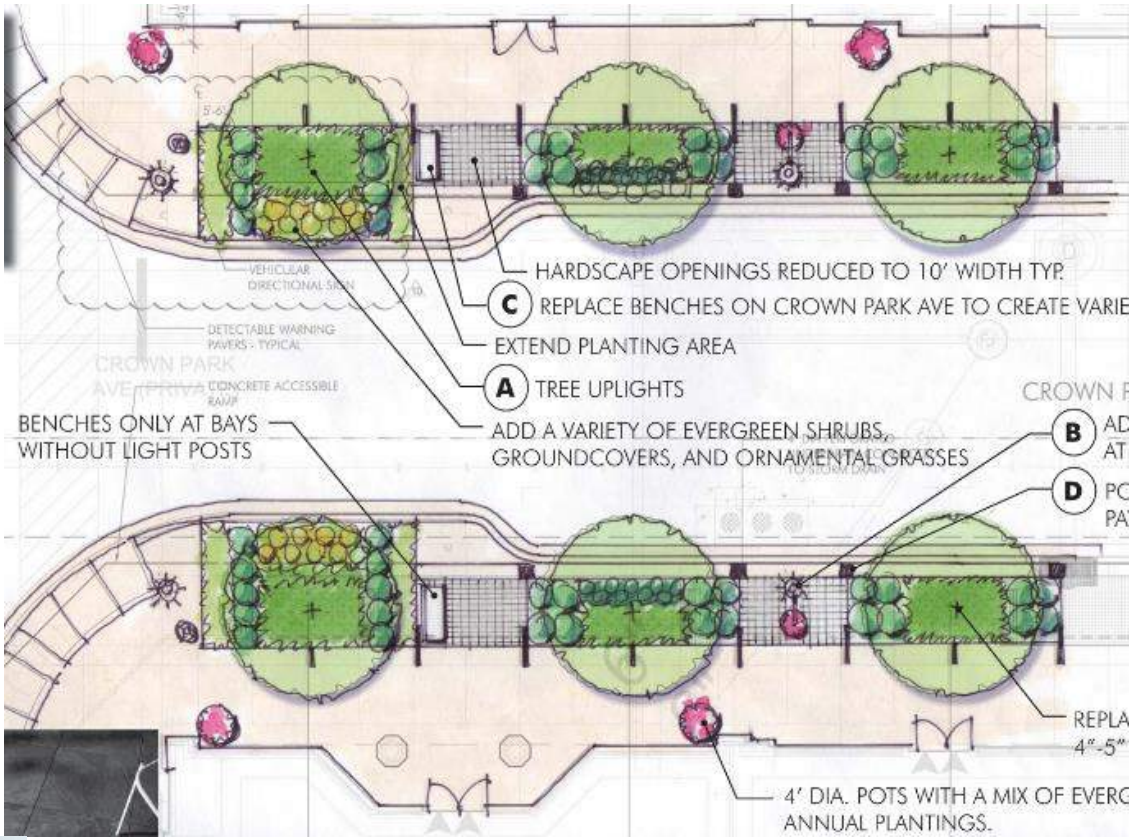
96.3%

MERCHANDISING MIX

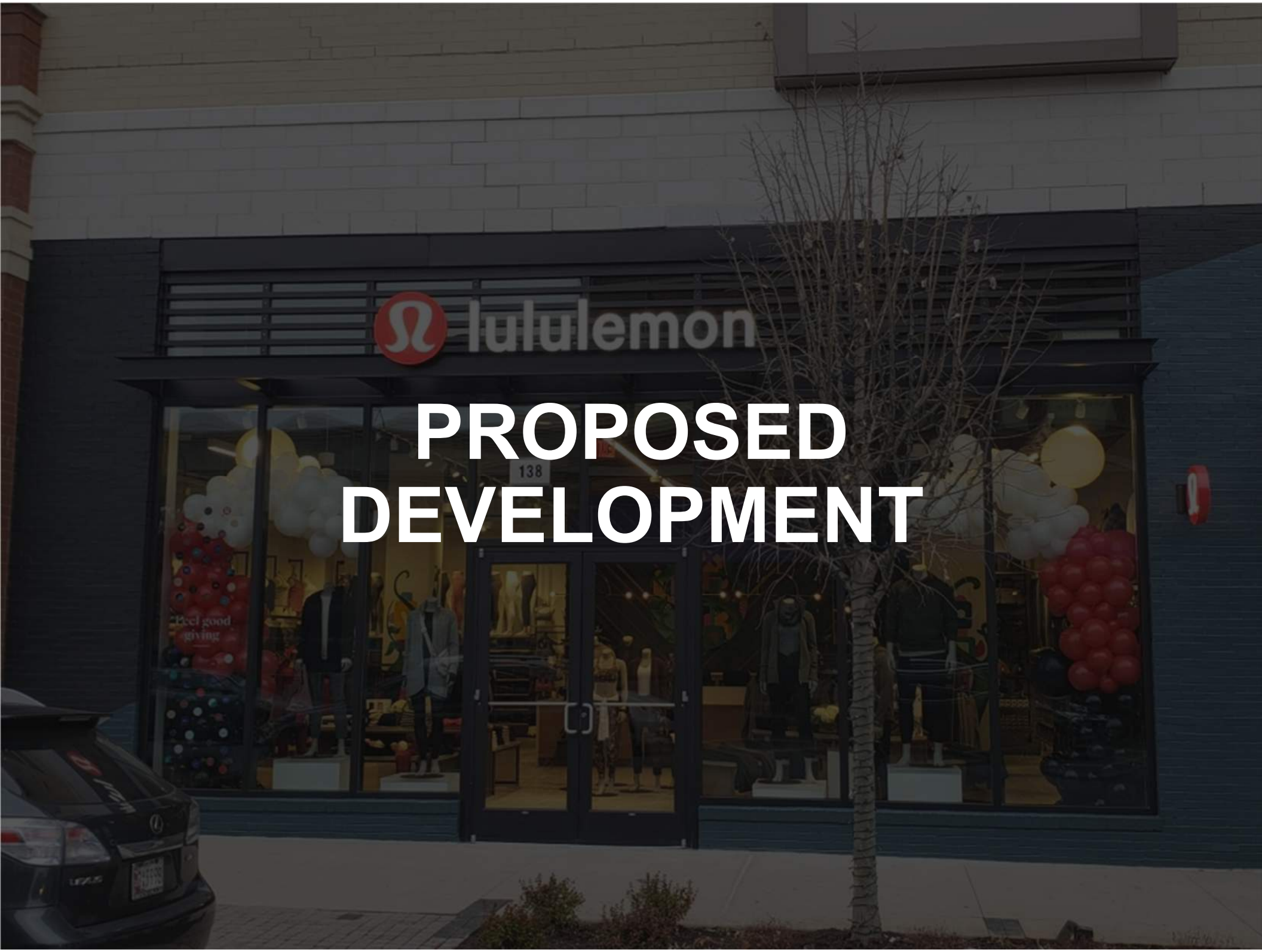
- Patient Approach
- National Leasing Platform
- Community Focused
- Enhanced Tenancy
- Customer Experience

ENHANCEMENTS & PROGRAMMING

- **STREETSCAPE PROJECT**
- **PEDESTRIAN EXPERIENCE**
- **PARK ACTIVATION**



- **COMMUNITY ENGAGEMENT**
- **SEASONAL EVENTS**
  - **SPRING:** MARYLAND DAY BEER FEST
  - **SUMMER:** FITNESS IN THE PARK & MOVIE NIGHTS
  - **FALL:** FALL FESTIVAL
  - **WINTER:** FIRE & ICE



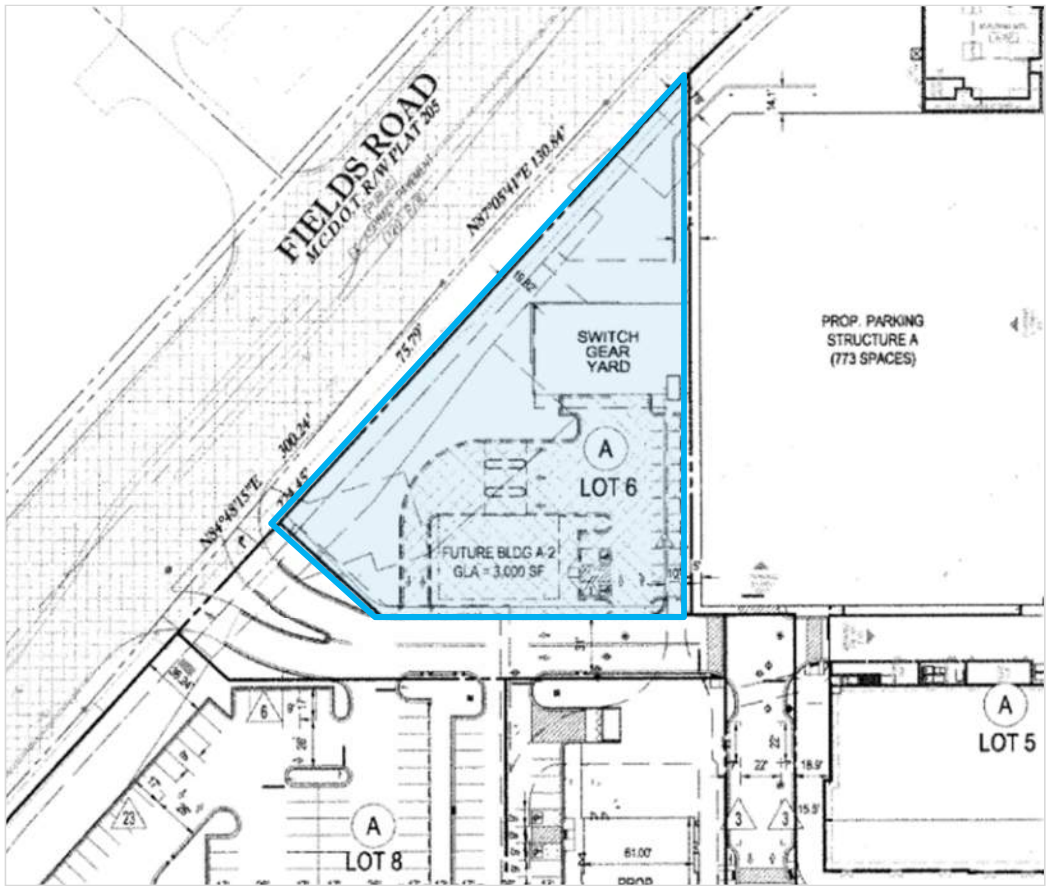
PROPOSED DEVELOPMENT

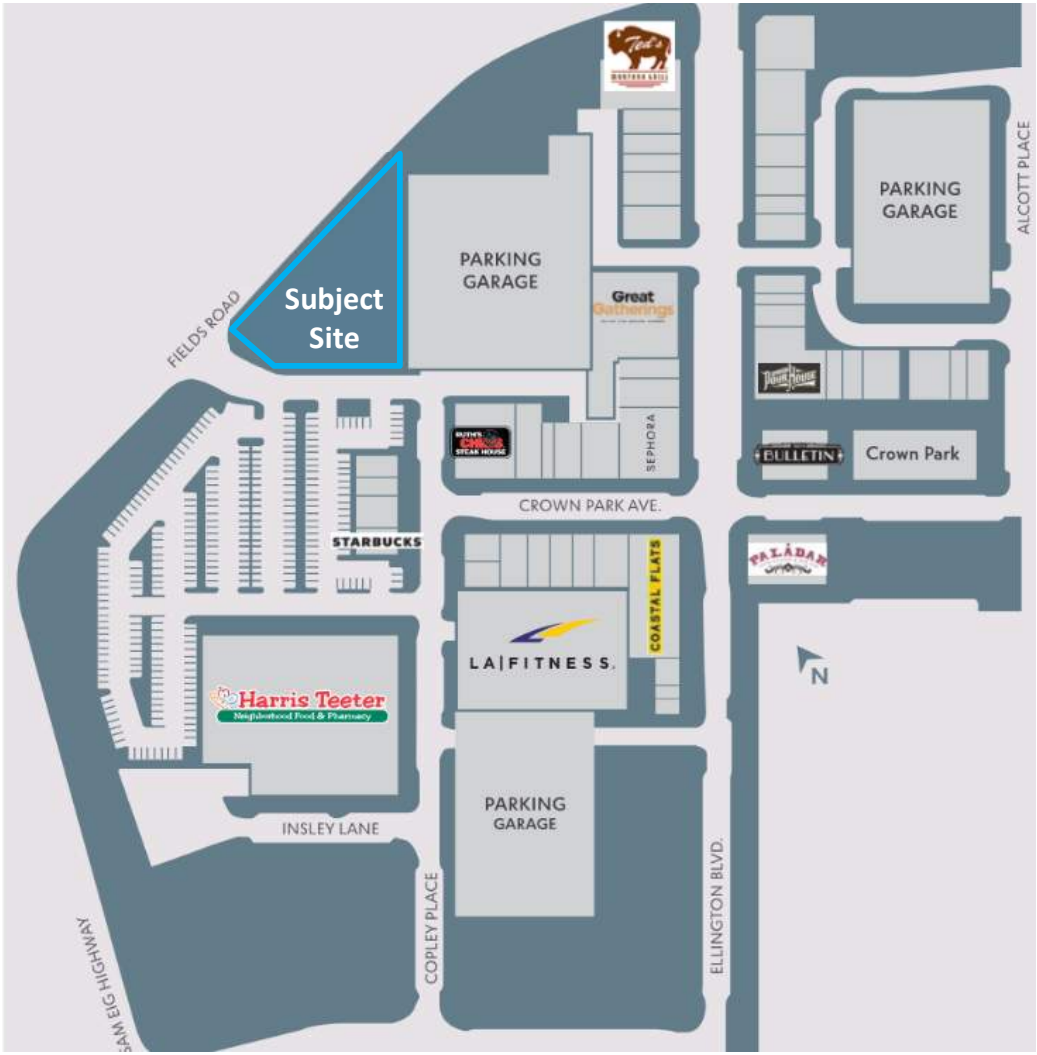
SUBJECT
SITE

LA FITNESS

CURRENT CONDITION

- **BANK PAD SITE**
- **3,000 SF & DRIVE THRU**

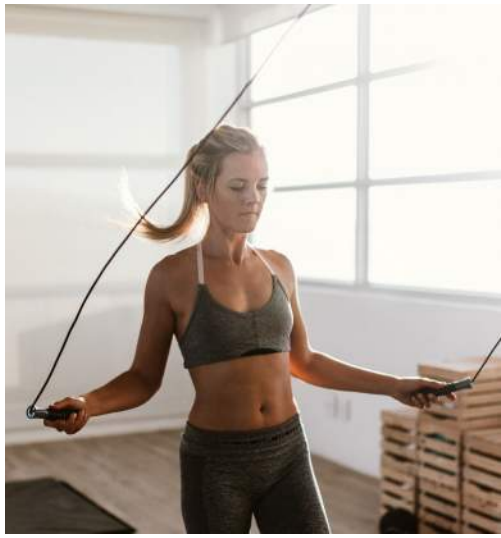




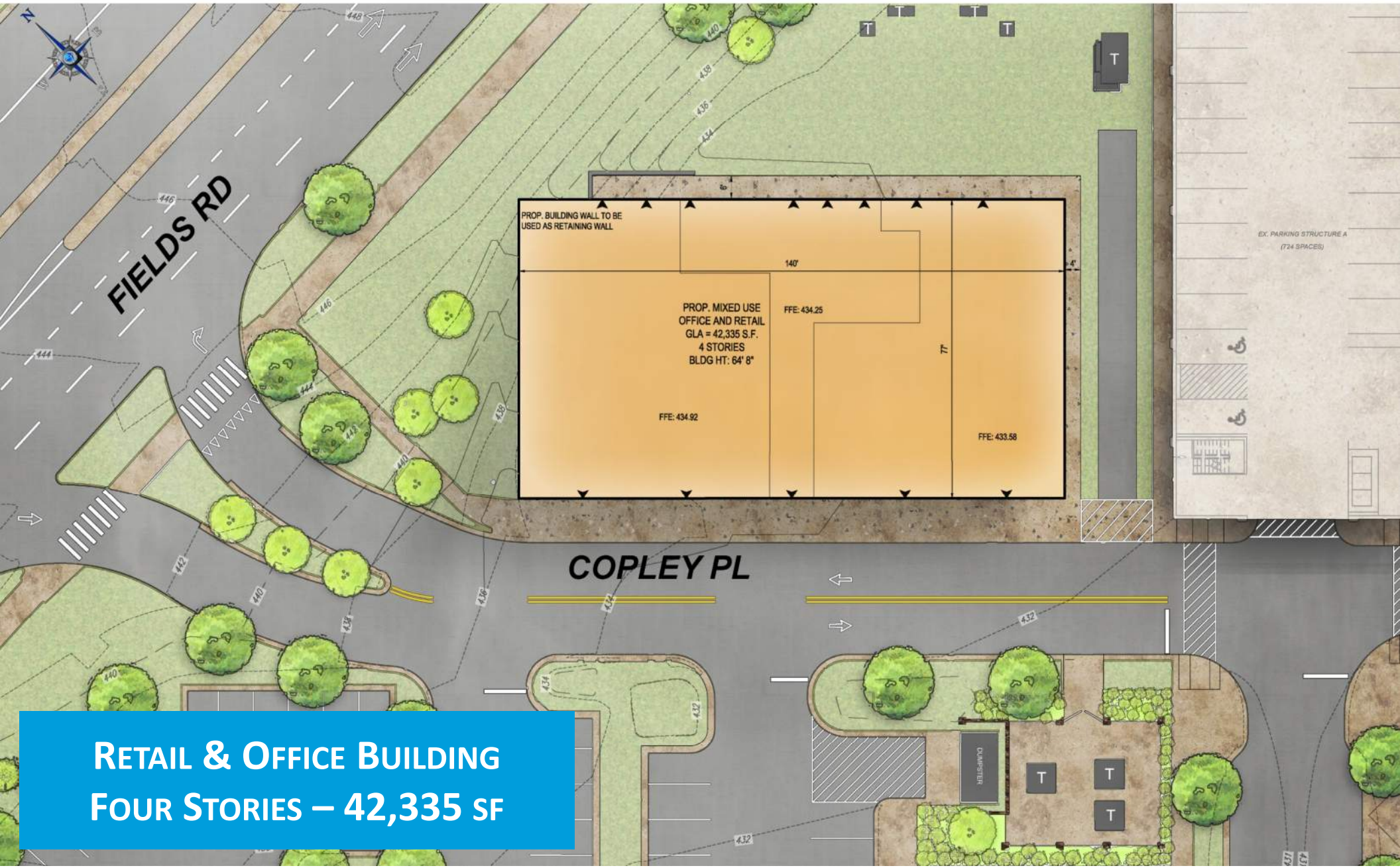
- **LEASING TRENDS**
- **"GATEWAY" OF CROWN**
- **TOPOGRAPHY OF SITE**

SITE ANALYSIS

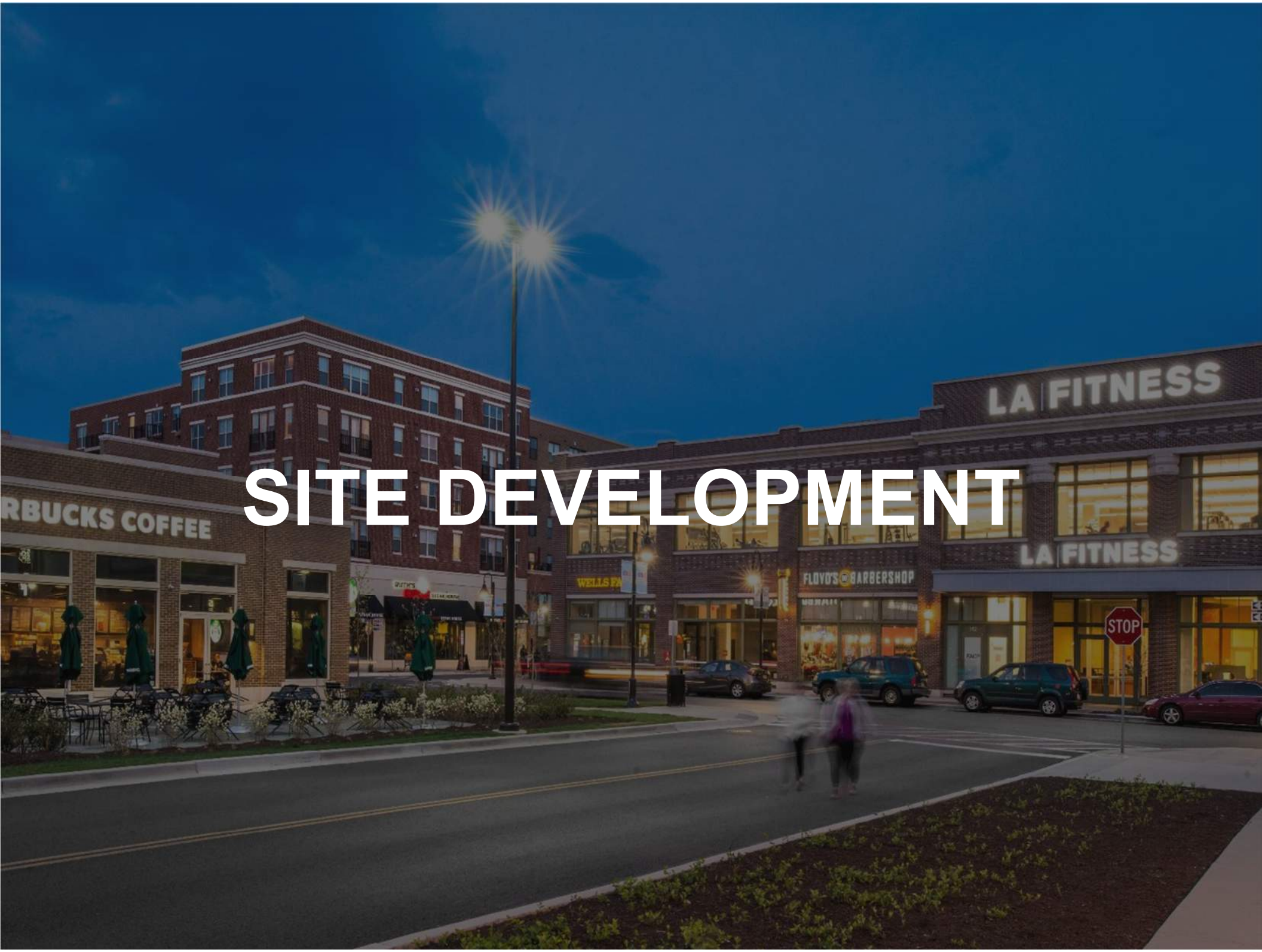
- **Live-Work-Play Community**
- **Retail Amenity**
- **Daytime Population**



PROPOSED SITE PLAN

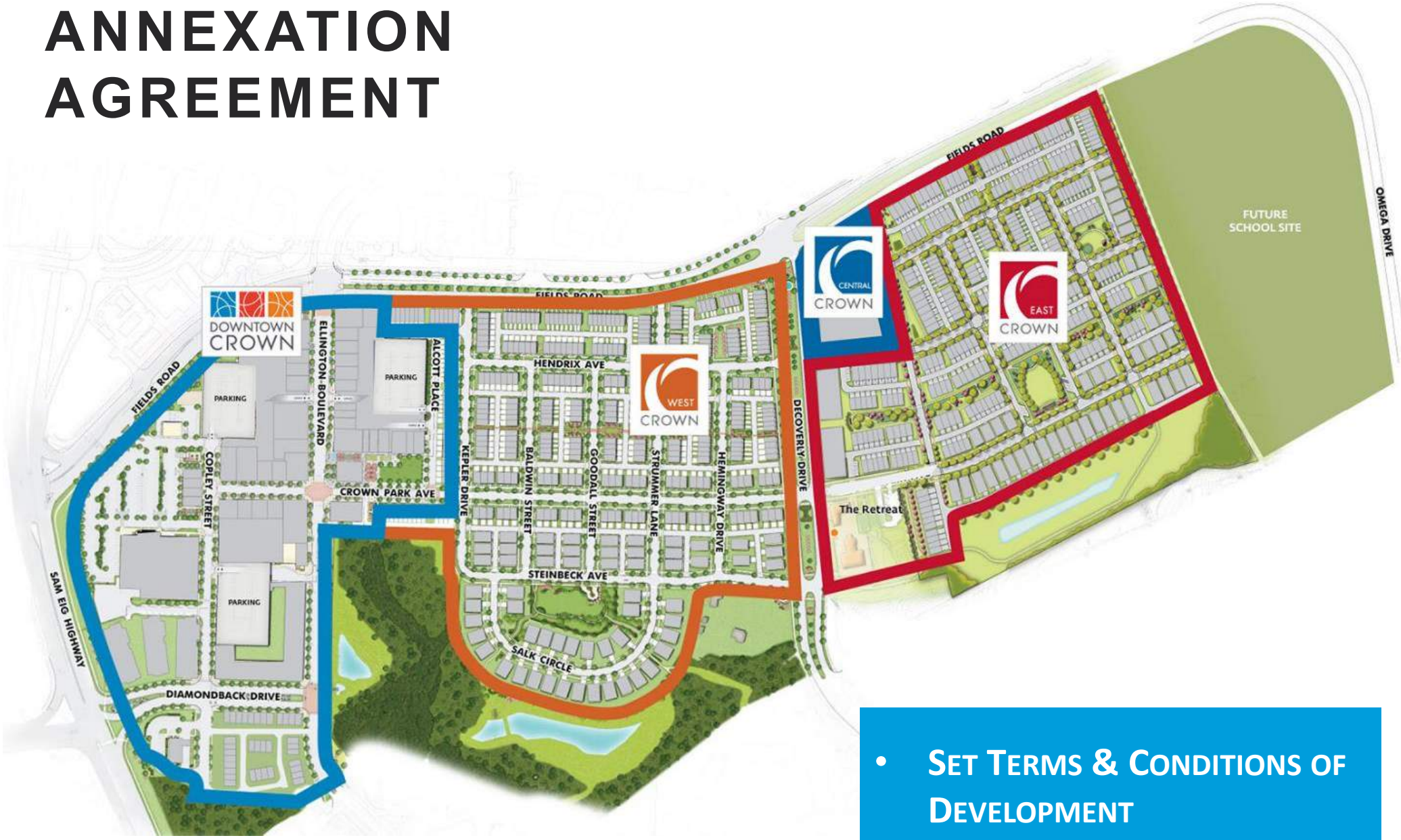


RETAIL & OFFICE BUILDING
FOUR STORIES – 42,335 SF



SITE DEVELOPMENT

ANNEXATION AGREEMENT



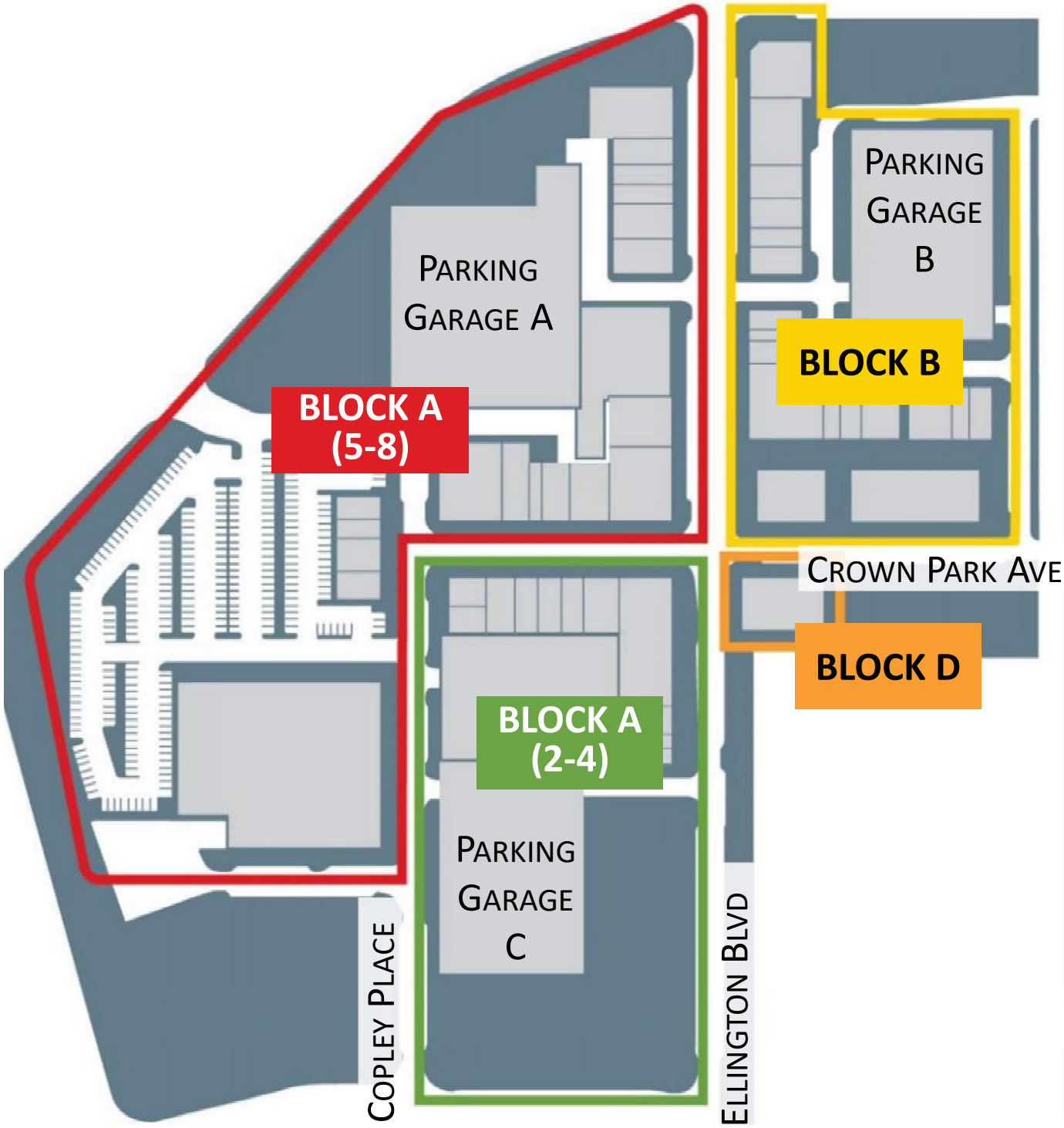
- **Set Terms & Conditions of Development**
- **Established Neighborhoods**

PARKING DISTRIBUTION

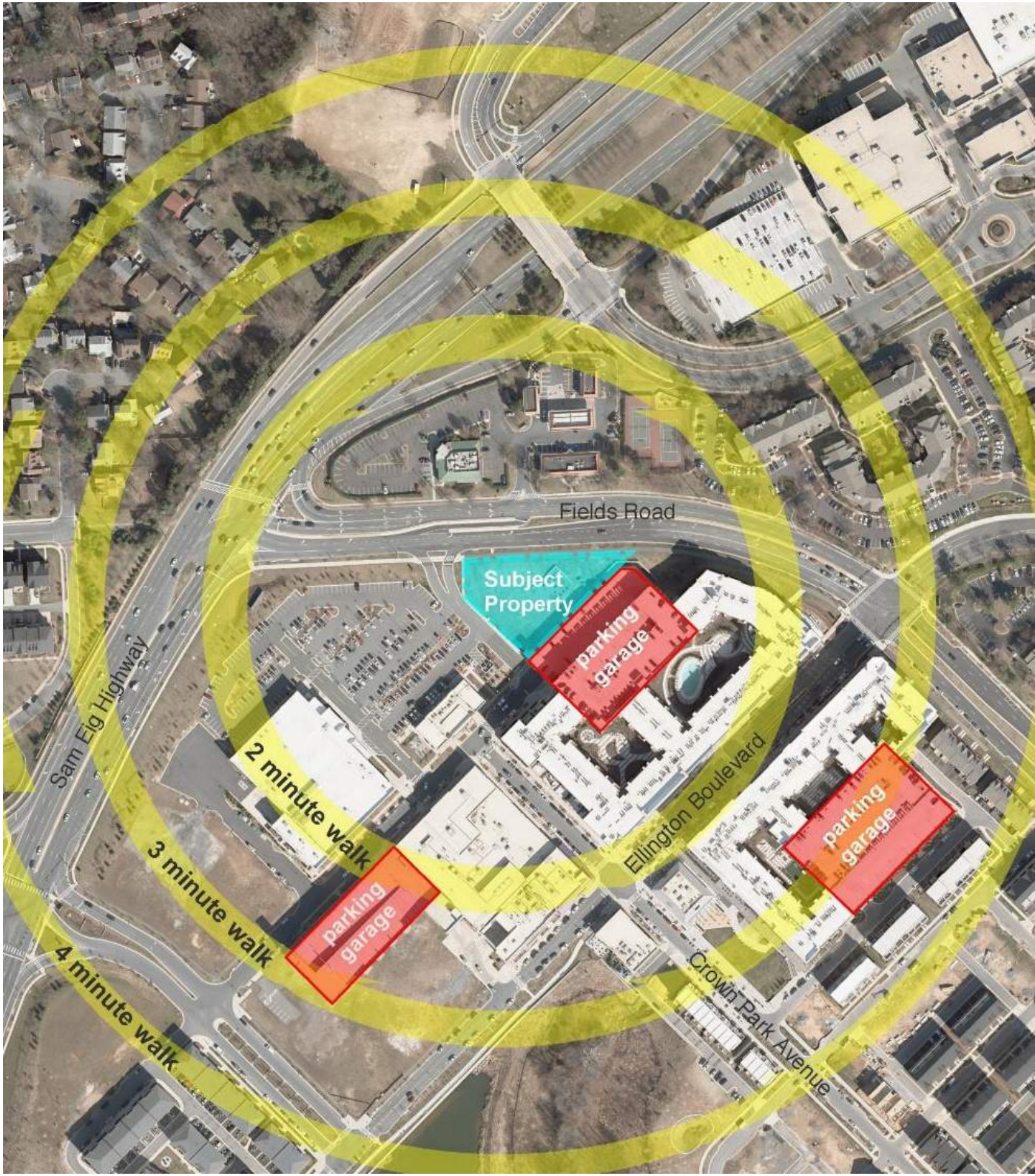
	Req.	Prov.	Surp.
Block A (5-8)	1,104	1,077	(27)
Block A (2-4)	296	507	211
Block B	596	701	105
Block D	25	25	0
Total	2,021	2,310	+289

Calculations include spaces assigned for residential in garage A (456) & B (392)

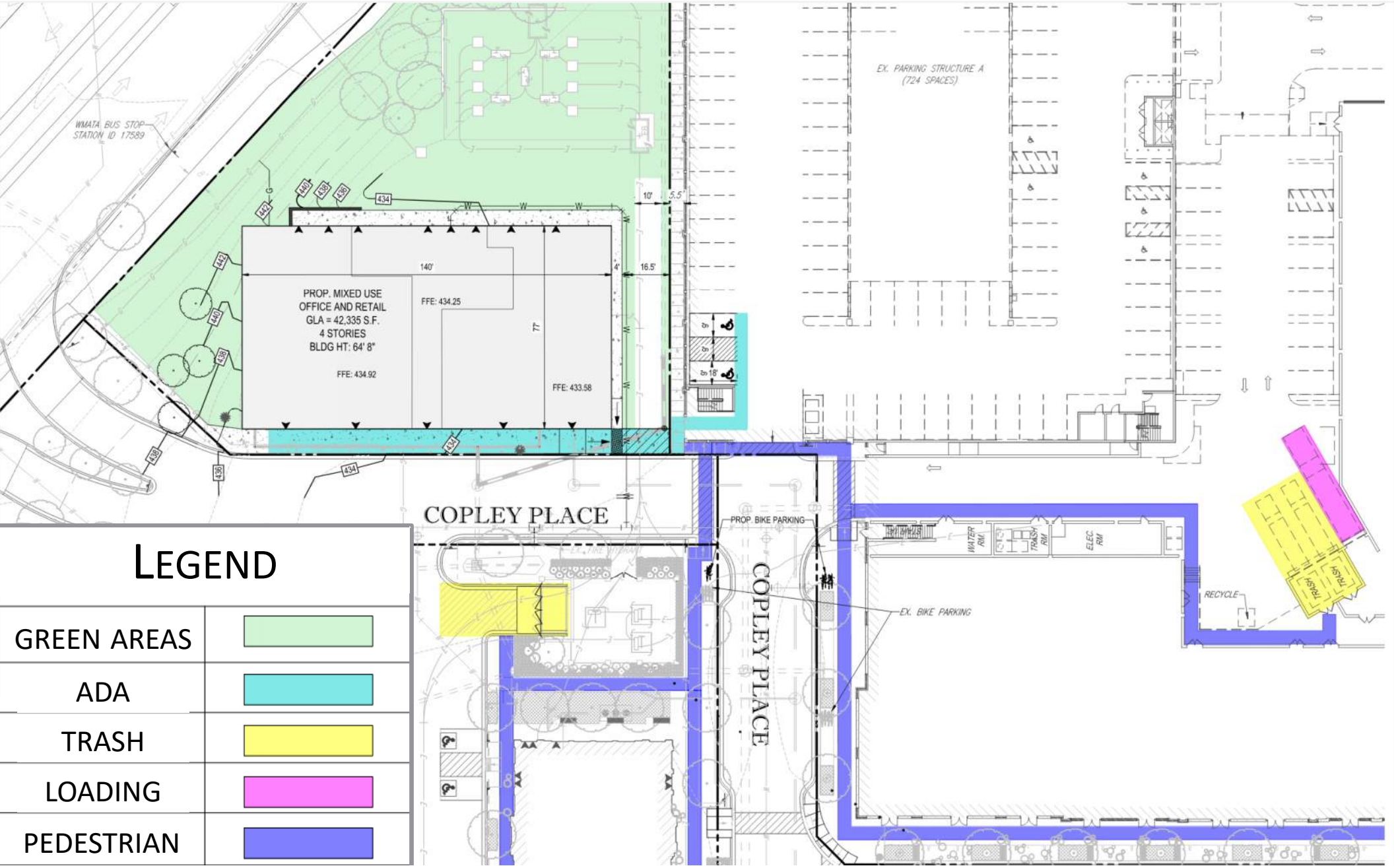
Garage A includes 89 spaces reserved for tenant valet from 4:30pm to 9:30pm



PARKING PROXIMITY

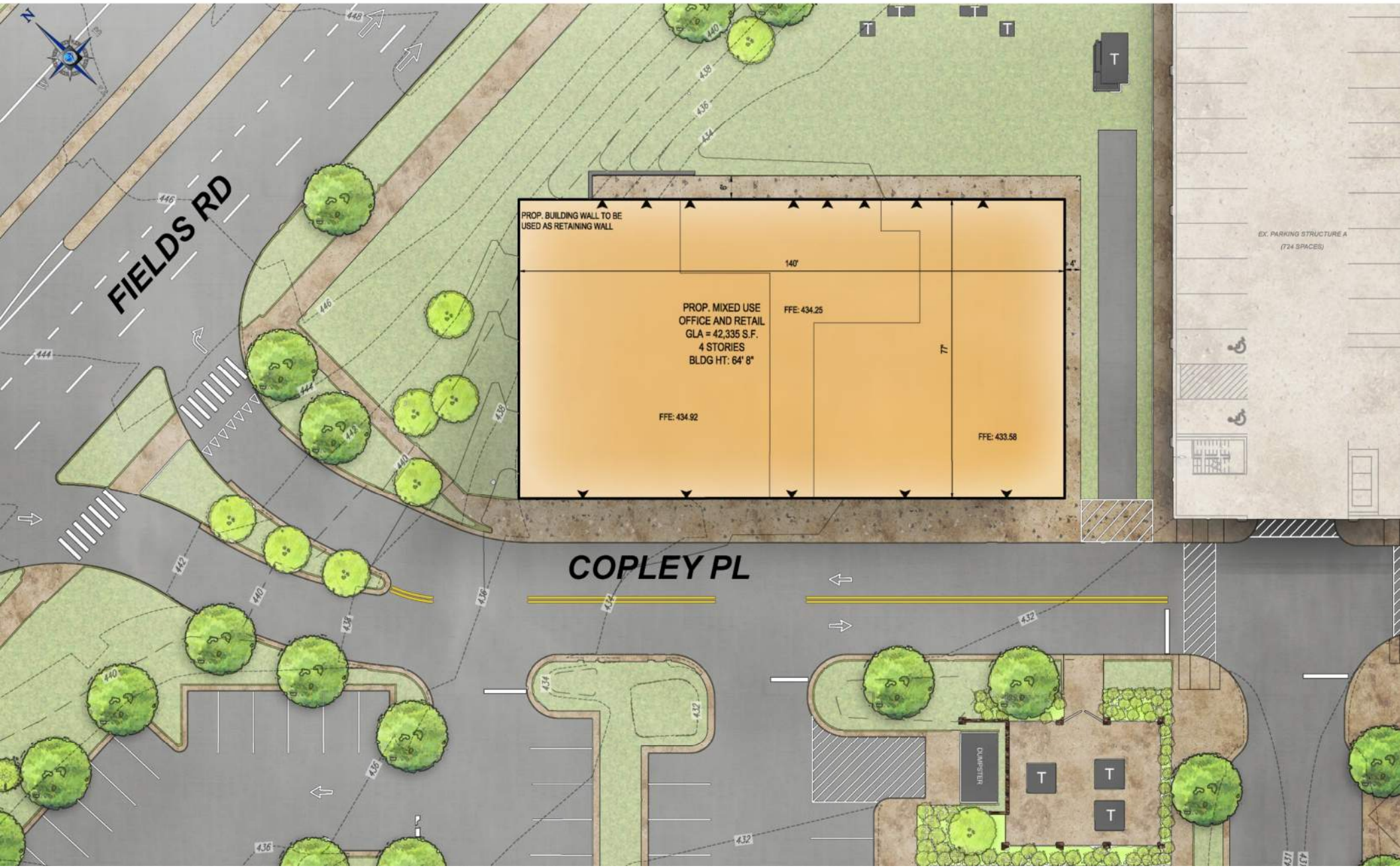


ACCESS & LOADING



CONCEPTUAL PLANS

PROPOSED SITE PLAN

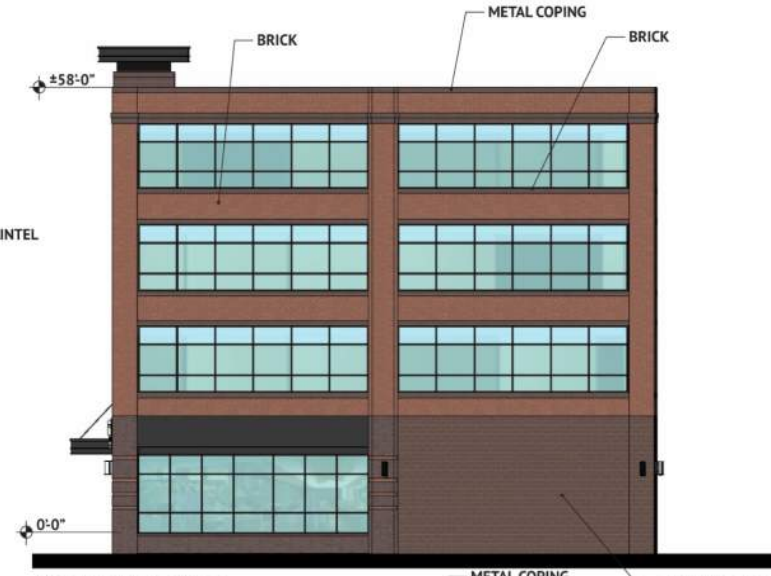


Conceptual Architecture & Streetscape

Conceptual Architecture & Streetscape

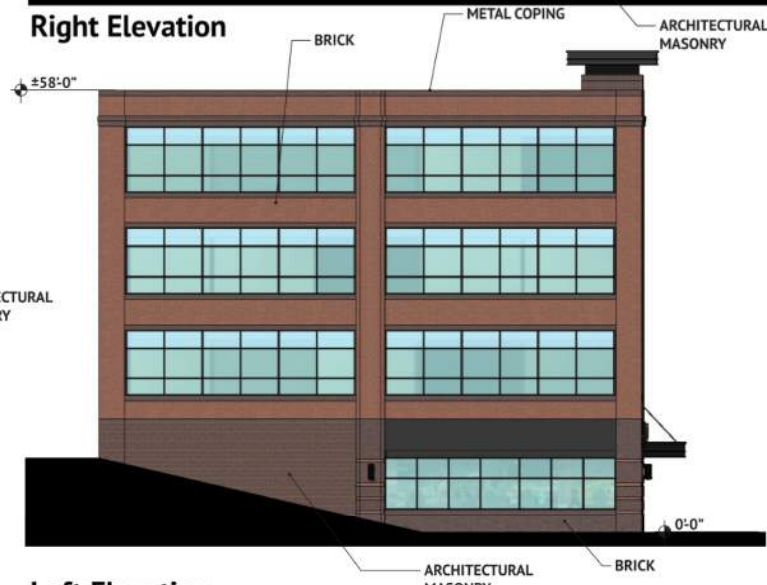
ELEVATIONS

Front Elevation



Right Elevation

Rear Elevation



Left Elevation

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